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**Creating a Philanthropic Culture and
Citizenry in China:
Child and Youth Philanthropy**

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Doctor of Philosophy in International Studies
2015

Certificate of Authorship/Originality

I certify that the work in this thesis has not previously been submitted for a degree nor has it been submitted as part of requirements for a degree except as fully acknowledged within the text.

I also certify that the thesis has been written by me. Any help that I have received in my research work and the preparation of the thesis itself has been acknowledged. In addition, I certify that all information sources and literature used are indicated in the thesis.

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Abstract

This thesis looks at efforts to create a philanthropic culture and citizenry in the People's Republic of China (PRC) with a focus on education about philanthropy for young people. In this study philanthropy is defined as 'the planned and structured giving of money, time, information, goods and services, and voice and influence, to improve the wellbeing of humanity and the community' ('Philanthropy' n.d.). Efforts to teach children and youth about philanthropy are significant because of the relative newness of philanthropy as a concept in the PRC. Following the PRC's founding in 1949 and the establishment of a socialist society, older forms of organized charity were eliminated from everyday life. Government-organized charities were established in the 1990s, but the Chinese government has only given policy support for the development of a domestic non-profit sector since the 1990s, and especially since the 2000s.

The thesis begins by addressing the subject of philanthropy more broadly: What kinds of legal frameworks and institutions have government authorities put in place to promote the development of philanthropy in China? How have other actors and agencies been encouraged to engage in and promote that development? It then focuses on the subject of philanthropy education: What forms of philanthropic education have been developed for young people in the PRC? What particular capacities are Chinese children and youth expected to develop as a result of coming into contact with such education? These questions are addressed through a discursive examination of government documents on education and philanthropy and government-led campaigns to promote philanthropy and volunteering.

The thesis also examines different media designed to popularize philanthropy. These include: two school textbooks on philanthropy developed with public and private funding; a national public service campaign aimed at teaching children how to be contemporary philanthropic citizens through a re-vitalization of the exemplary character Lei Feng, who was a socialist-era role model; and programming with philanthropy-related content on central and provincial television.

The study reveals that philanthropy education in present-day China combines elements of neoliberal governmental rationalities with Chinese cultural forms, especially reconstituted concepts of ‘traditional Chinese virtues’ and ‘socialist’ imagery, ideals and practices. It is focused on the shaping and production of young Chinese people as simultaneously ‘Chinese’, socialist and international philanthropic citizens.

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Other publications:

Su, Xuezhong (2016) ‘We Serve People in Need in Our Community’, *The Bush Telegraph* (Weekly), 14 January, p. 2.

Su, Xuezhong (2015) ‘A Reader’s Story: Working as a Volunteer on Australia Day 2015 for Hornsby Shire Council’, *The Bush Telegraph* (Weekly), 5 March, p. 6.

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PhD-related presentations

- 2015 'Philanthropy on Chinese Television: Education as (Celebritized) Entertainment', The 9th International Convention of Asia Scholars Conference, University of Adelaide, 5–9 July.
- 2014 'Lei Feng: Socialist Role Model, Contemporary Art Object, or Volunteer Activist?', 20th Biennial Asian Studies Association of Australia Conference, University of Western Australia, 7–10 July.
- 2013 'Learning from Lei Feng: Media, Class and Citizenship in Maoist and Reform-Era China', Media and Cultural Politics of Class in Socialist China Conference, China Research Centre, University of Technology Sydney, 4–6 December.
- 2013 'Lei Feng: China's Socialist Model Soldier and Contemporary Philanthropic Citizen', Faculty of Arts and Social Sciences Higher Degree by Research Students Conference, University of Technology Sydney, 15–16 November.
- 2013 Panel Chair and Discussant, 'Learning Nation and Nationalism: A Longitudinal Examination of Primary School Moral Education Texts in China', Chinese Symbolic Power in Comparative Perspective Workshop, China Research Centre, University of Technology Sydney, 1 August.
- 2012 'Dead Famous in China: Lei Feng – Model Soldier and Compassionate Citizen', Inaugural Celebrity Studies Conference, Deakin University, Melbourne, 12–14 December.
- 2012 'Creating a Philanthropic Citizenry in China', 19th Biennial Conference of the Asian Studies Association of Australia, The University of Western Sydney, 11–13 July.
- 2012 'Creating a Philanthropic Citizenry in the People Republic of China: Children Textbooks and Television Programs on Compassion and Charity', Faculty of Arts and Social Sciences Higher Degree by Research Students Conference, University of Technology Sydney, 2 November.
- 2012 Doctoral assessment: 'Creating a Philanthropic Citizenry in the People's Republic of China', University of Technology Sydney, 2 October.

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List of Abbreviations

All-China Women's Federation	ACWF
China Central Television Station	CCTV
China Charity Federation	CCF
China National Knowledge Infrastructure Database	CNKI
Chinese Communist Party	CCP
government organized non-governmental organization	GONGO
National People's Congress	NPC
non-governmental organization	NGO
non-profit organization	NPO
People's Liberation Army	PLA
People's Republic of China	PRC
Public Service Announcement	PSA

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List of Glossaries

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- 2 Philanthropy-Related Laws and Regulations
- 3 Chinese Philanthropies